

**MARINA COMMITTEE MEETING MINUTES**  
**MONDAY, NOVEMBER 16, 2015**  
**Sister Bay-Liberty Grove Fire Station – 2258 Mill Road**

The November 16, 2015 meeting of the Marina Committee was called to order by Chairperson John Clove at 4:03 P.M.

**Present:** Chairperson Clove, and members Pat Duffy and Dan Jungwirth. Andy Hallett arrived at 4:26 P.M.

**Excused:** Fuzzy Sunstrom

**Others:** Tom Brown

**Staff Members:** Village Administrator Zeke Jackson, Marina Manager Nicole Krauel and Assistant Administrator Janal Suppanz.

**Approval of the agenda:**

*A motion was made by Duffy, seconded by Jungwirth that the Agenda for the November 16, 2015 meeting of the Marina Committee be approved as presented. Motion carried – All ayes.*

**Approval of minutes as published:**

**As to the minutes for the October 13, 2015 meeting of the Marina Committee:**

*A motion was made by Duffy, seconded by Jungwirth that the minutes for the October 13, 2015 meeting of the Marina Committee be approved as presented. Motion carried – All ayes.*

**Comments, correspondence and concerns from the public:**

Clove asked if anyone wished to comment regarding a non-agenda item. No one responded.

**Business Items:**

**Item No. 1. Discussion regarding the 2015 season; planning session and brainstorming for the 2016 season; Consider a motion for action if necessary:**

**Item No. 3. Discussion regarding 2016 seasonal slip renewal; Consider a motion for action if necessary:**

**Item No. 4. Review of YTD 2015 financials:**

Year-to-date Marina financial reports were included in the meeting packets, and the Committee members jointly reviewed those documents. Jackson and Krauel pointed out that there is still some invoicing which has to be done, and, therefore, revenues will increase.

Discussion took place regarding activities which occurred at the Marina during the 2015 season, and brainstorming also took place regarding activities which could be conducted during the 2016 season. Clove commended Krauel for the work she did during the past season.

The Committee members stated that they would like to see the same seasonal slip renewal process followed as last year. Basically letters will be sent to seasonal slip holders in early December concerning seasonal slip availability, a payment deadline will be established, and persons on the Wait List will be contacted as soon as slips become available.

1 A motion was made by Duffy, seconded by Jungwirth that the Marina Manager shall send out  
2 seasonal slip renewal letters in early December and adhere to the slip assignment  
3 policies/procedures which were followed last year. Motion carried – All ayes.  
4

5 **Item No. 2. Discussion regarding the 2016 marketing plan; Consider a motion for action if**  
6 **necessary:**

7 The Committee members indicated that in 2016 they would like to see Marina special events  
8 and activities such as cookouts or fish boils continued in 2016. Clove suggested that invitations  
9 for Marina special events be provided to seasonal slip holders via a “members only” password  
10 protected tab on the Marina website. He also suggested that a “meet and greet” be conducted  
11 early in the 2016 season.  
12

13 Print ads for 2016 will have to be placed soon. The suggestion was made that the managers of  
14 other marinas be contacted to see if they would be willing to display Sister Bay Marina rack  
15 cards and do cross-promotions or joint marketing. It might also be an excellent idea for a Door  
16 County Cruising Guide and/or Slip Sheet Guides to be created. Krauel volunteered to contact  
17 the other Door County Marina Managers to see if they would be interested in meeting to  
18 discuss the possibility of doing cross-promotions.  
19

20 Hallett noted that he is aware of a marina where there is a shelter available for use by slip  
21 holders and transient boaters. The suggestion was made that if inclement weather arises the  
22 Village Hall be utilized for special events which are hosted by the Marina.  
23

24 Several of the Committee members agreed that it would be a good idea for someone to  
25 organize impromptu rendezvous cruises or flotillas during the 2016 season.  
26

27 The Committee members were asked to prioritize the previously mentioned suggestions, and it  
28 was eventually the consensus that “Creation of Sister Bay Event and Festival Lists” shall be  
29 ranked first, followed by “Creation of a Rack Card/Slip Sheet Guide”. A mailer will be created  
30 which contains all that data. Krauel was asked to host a Door County Marina Manager  
31 Luncheon at which brainstorming will be done concerning the possibility of doing cross-  
32 promotions, and she was also asked to work on creation of a password protected website page.  
33

34 **Item No. 5. Discussion on Marina capital projects:**

35 A list of proposed capital improvement projects and the cost of those projects was included in  
36 the meeting packets, and the Committee members jointly reviewed that document.  
37

38 **•Fuel dock and grants available:**

39 **•Mobile pump-outstation and associated fees:**

40 Clove stressed that he believes the best way to generate additional funds for the  
41 Marina would be to install a fuel dock which is equipped with a pump-out station.  
42 Before any decisions are made regarding this issue he would like to see research  
43 done regarding the availability of grant funds. Jackson noted that documentation  
44 regarding the Federal Clean Vessel Act Grant Program was included in the  
45 meeting packets. He believes it would make the most sense to hire an engineering  
46 firm whose employees are familiar with fuel docks and DNR regulations to work  
47 on the grant application, and was asked to check on the cost of those services. He  
48 will report his findings at the next meeting of the Marina Committee.  
49  
50

At 5:31 P.M. Jackson and Duffy indicated that they had other obligations and left the meeting.

• **Management software:**

Discussion took place regarding the management software which is available for marinas, and the question arose as to whether or not that software would be compatible with Caselle, which is the accounting software utilized by the Village, or Quicken/Quick Books, software which is utilized by a number of small businesses. Since the Marina is an enterprise fund, Clove believes software which is compatible with Quicken or Quick Books would be sufficient.

A motion was made by Clove, seconded by Hallett that Jackson and Krauel shall do research regarding the types of marina management software which is available, and once they have decided upon the preferred software, see that it is purchased and installed ASAP. Motion carried – All ayes.

**Item No. 6. Discussion regarding marina activities with the Marina Manager:**

Krauel indicated that seasonal closing of the Marina went quite well. The majority of the lights around the Marina will be turned off for the winter. There is still some invoicing which has to be done. Krauel was asked to see that the Marina van is stored inside one of the Village's storage facilities for the winter.

**Item No. 7. Consider a motion to discuss matters to be placed on a future agenda or referred to a committee, official or employee:**

It was the consensus that the following issues shall be addressed at a future Marina Committee Meeting(s):

- Discussion regarding marina marketing which will be done during 2016;
- Discussion regarding grant funding which is available for installation of a fuel dock/pump-out station.
- Discussion regarding marina activities with the Marina Manager

**Adjournment:**

A motion was made by Hallett, seconded by Jungwirth that the November 26, 2015 meeting of the Marina Committee be adjourned at 5:44 P.M.

The next meeting of the Marina Committee was scheduled for Tuesday, December 8, 2015 at 4:00 P.M. From January through June, 2016 Marina Committee Meetings will be conducted on the second Tuesday of the month at 4:00 P.M.

Respectfully submitted,



Janal Suppanz,  
Administrative Assistant